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ABSTRACT

Moving rural development program and research information to users summarizes the Southern Rural Development Center (SRDC) Plan of Work for 1978. One of 4 regional centers set up by the 1972 Rural Development Act, SRDC coordinates cooperation between research and extension at 28 land-grant institutions in 13 states and Puerto Rico which have rural development/community resource development responsibilities. The center's task-oriented, immediate-impact activities emphasize people building, community facilities, economic development, and environmental improvement. During 1978, nine Functional Networks will work mainly on printing and promotion of bibliographies, synthesis papers, brochures, and workshops in areas of land use, citizen participation, small farm operations, industrial development, health care, educational needs projection, governmental transfer payments, solid waste disposal, and housing. Further information dissemination is being carried out through a publications series of 24 titles and a quarterly magazine, "Rural Development Research and Education." A center-developed Rural Development Training Packet, containing a basic manual, varied teacher's guides and learning aids for training local community leadership, will be available in March. A synopsis of each state's plan describes their objectives--most of which center on economic development. (RS)

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SRDC Plan of Work Southern States' Title V Programs

1978

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SRDC Series Publication No. 24

FOREWORD

This report follows the series of progress reports on the work of the Southern Rural Development Center and on the individual states' activities under Title V of the Rural Development Act of 1972.

In 1976 the SRDC published The Promise and Progress of Title V in the South, a synopsis of progress reports on Title V rural development programs in the region. A series of folders, Title V is a Good Buy, dramatized successful programs in each of the southern states. This year's report is intended more as a brief update on the work of the Center and the plans of the states for their Title V programs.

With the 1974 Program of Work as a baseline, here is included the 1978 Plan of Work for the SRDC along with one-page summaries of the state plans.

William W. Linder

William W. Linder
Director
April 15, 1978

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SOUTHERN STATES' TITLE V PROGRAMS

SRDC PLAN OF WORK
SOUTHERN STATES' TITLE V PROGRAMS
1978

This Report

Highlighted in this publication are the plans of work of the Southern Rural Development Center for 1978 and the various state Title V project plans. It is intended as a brief look at current and projected activities of the Southern Center in its 1978 Plan of Work (Appendix B). The states' programs are included in summary form (Appendix A).

Purpose of the Center

In response to the Rural Development Act of 1972, the U. S. Department of Agriculture set up four centers for the assistance of rural development in four regions of the country. These four centers are: the Northeast Center at Ithaca, New York; the Western Center at Corvallis, Oregon; the North Central Center at Ames, Iowa; and the Southern Center at Mississippi State, Mississippi.

Authorized under Title V of the Rural Development Act, state Title V Extension and Research programs are complemented and supported by the work of the Southern Rural Development Center. Its primary clientele is the Research and Extension staffs of the 27 land-grant institutions in the 13 states, plus Puerto Rico, who have rural development or community resource development responsibilities.

Historical Perspective

Population grew faster in nonmetro than in metro areas between 1970 and 1973. This trend reverses the previous pattern of in-migration to cities.

Among the reasons for increases in rural areas and small towns are decentralization of manufacturing and other industry; increased settlement of retired people; expansion of state colleges; growth of recreation activity; and an apparently higher birthrate in nonmetro areas. Also, urban areas have lost their appeal for many people. These changing patterns in life style for millions of Americans required a fresh approach to solving the problems and meeting the opportunities of growth and development.

Under the Rural Development Act of 1972, the Rural Development Centers are taking a hard look at these priorities and supporting them with publications, needed research and program materials, as well as in many other ways.

The SRDC is sponsored jointly by Alcorn State University and Mississippi State University for the overriding purpose of stimulating effective regional participation in problem-solving for the Southern Region. Concerted regional participation will bring the diversity of the best talents and ideas to bear on these problems. In 1974, the SRDC prepared a Program of Work which set forth the purpose and direction of the SRDC's activities designed to implement this responsibility. Information contained in this publication serves as the foundation for the work of the Center for 1978.

Approach to Rural Development

The Center has adopted a broad approach to rural development based on the topical areas determined by the U. S. Department of Agriculture. There are four elements essential to this process which the Center emphasizes. These are People Building, Community Facilities, Economic Development, and Environmental Improvement.

The undergirding emphasis of the SRDC is to develop and provide knowledge essential to assist and support these areas of growth and change in the region, and to provide technical consultation and personnel development for the Research and Extension staff in the several states of the region to help them be more responsive to rural development needs and activities.

Program of Work

The SRDC's 1978 Plan of Work continues to reflect the different kinds of support offered to the states and to the region. A summary statement of what the Center will be doing for 1978 is: moving rural development program and research information to the users.

Functional Networks. A major goal of the Center is to emphasize highly task-oriented and immediate-impact Research and Extension activities. The Southern States have themselves identified their own priorities for activities in their plans of work under Title V of the Rural Development Act. Most center on overall economic development. Effective regional sharing of information and support is one key to success states will have in solving these problems.

The SRDC's answer is to bring together recognized experts, professionals, and educators from across the South. These are the Functional Networks, under the leadership of a Center Associate who has proposed work in one area or subarea of the four major concerns of rural development as identified by the U. S. Department of Agriculture: People Building, Community Services and Facilities, Economic Development, Environmental Improvement.

Nine of the original ten Functional Networks designed for this purpose will work toward completing their contracted materials and activities this year. (The Network "Resources in Evaluation for Rural Development," directed by Drs. Arthur Cosby and Richard Wetherill, completed its work during this past year.)

Each of the Networks is to provide the following for regional exposure and/or distribution:

Comprehensive Annotated Bibliography
Synthesis Paper
Brochure for Lay Audience
Workshop
Final Report

A list of the Networks and Center Associates follows:

Land Use Issues	Dr. Burl F. Long, Virginia Polytechnic Institute and State University
Citizen Participation	Dr. Donald Voth, University of Arkansas Mr. William S. Bonner, Co-Associate
Small Farm Operations	Dr. Arden Colette, University of Florida
Industrial Development	Dr. Eldon Smith, University of Kentucky
Health Care	Dr. David Mustian, North Carolina State University
Educational Needs Projection	Dr. Gerald Wheelock, Alabama Agricultural and Mechanical University
Governmental Transfer Payments	Dr. E. Evan Brown, University of Georgia
Solid Waste Disposal	Dr. Michael Salkin, Oklahoma State University
Housing Research	Dr. Sanannah Day, Florida State University Ms. Louise Hyers, Co-Associate

The membership within the Functional Networks totals 86 personnel, with 51 from 1862 institutions, 18 from 1890 institutions and the balance from other agencies and institutions. From this list, 48 are economists, 16 sociologists, and others represent private industry, local elected officials and Federal government personnel.

The main thrust during 1978 will be the printing and promotion of the bibliographies, synthesis papers, brochures and implementing the workshops. On the next page can be seen one promotion for bibliographies.

Information Dissemination. The SRDC in its first year inaugurated a publication series designed to furnish several kinds of materials and information: (1) summaries or reports of the states' Title V work in rural development; (2) useful or timely reports from several sources of applicability to many phases of rural development work; and, (3) reports of the work of the Center itself.

The publications series now numbers 24 titles. Revising and adding to this library to maintain a current information base will continue to be one of the central efforts of the Center. The titles currently available include:

1 Program of Work (revised, 1975)

2 Rural Development Research at Land-Grant Institutions in the South (revised, 1977)

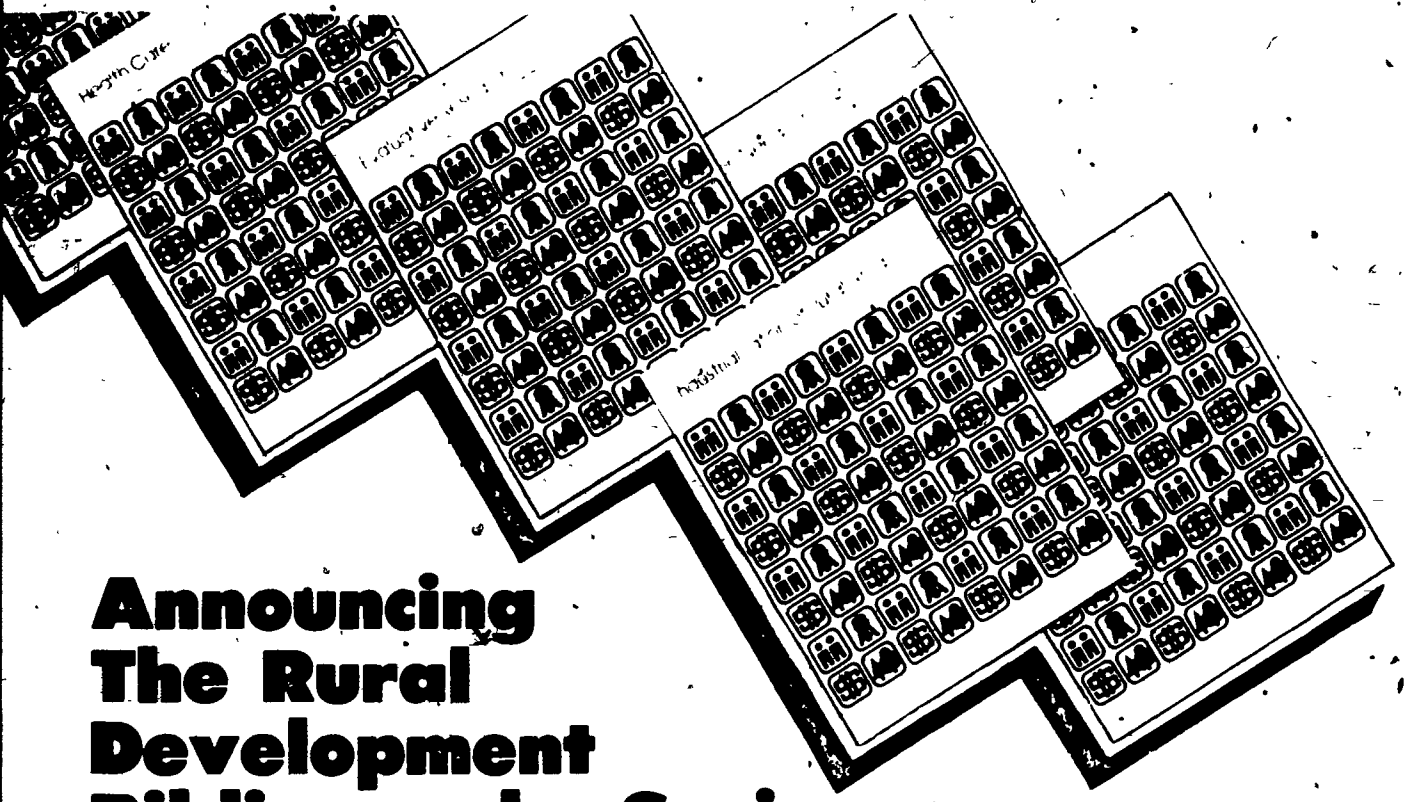
3 Pamphlet: The Southern Rural Development Center

4 Personnel in Rural Development (Southern Region) (under revision)

5 1974 SRDC Progress Report

6 Community Resource Development Publications List

7 Analyzing Impacts of Community Development by Donald Nelson and Claude F. Bennett, Extension Service, USDA



Announcing The Rural Development Bibliography Series

ten valuable reference books bringing together hundreds of source material listings in

- industrialization of rural areas
- evaluative research literature
- citizen participation in rural development
- solid waste disposal, financing
- impact of governmental transfer payments
- small farm operations
- land use issues
- health care
- educational needs projection
- housing

A comprehensive presentation of recent works in these priority areas of rural development. These bibliographies will be available as they are printed from the

Southern Rural Development Center
Box 5406
Mississippi State, Mississippi 39762

☐ **Please send me (when available) these volumes.**

___ Rural Industrialization	$5 00	___ Land Use Issues	*(to be priced)*
___ Citizen Participation	10.00	___ Health Care	
___ Solid Waste Disposal	3 00	___ Educational Needs Projection	
___ Small Farms	3 00	___ Governmental Transfer Payments	
___ Evaluative Literature	3 00	___ Housing	

$_____ enclosed _____ bill me

☐ **Please send me the entire series**

_____ $25 enclosed _____ bill me

8 Community Source Book (information sources for rural development, published for University of Kentucky)

9 The Progress and Promise of Title V (summary of 1975 Title V programs in region)

10 1975 Annual Progress Report

11 Land Use Needs and Policy Alternatives

12 Summary of Quarterly Reports, SRDC Functional Networks, Winter, 1976

13 Rural Development Staffs, Cooperative Extension Services

14 Slide Narration "The Southern Rural Development Center" (to accompany slide presentation only)

15 Annual Progress Report, 1976

16 Summary of Quarterly Reports, SRDC Functional Networks, Spring, 1976

17 Special Report on Federal Grants

18 Social Impacts of Nonmetro Industrial Growth: A Bibliography by Dr. Gene F. Summers and Dr. Arne Selvik

19 Sociological Research in Rural Development by Dr. John Dunkelberger, Dr. Edward Moe, and Dr. Kenneth Pigg

20 Summary of Quarterly Reports, SRDC Functional Networks, Summer, 1976

21 Annual Report, SRDC Functional Networks, 1976-77

22 SRDC Plan of Work Southern States' Title V Programs, 1977

23 Annual Progress Report, 1977

24 SRDC Plan of Work, Southern States' Title V Programs, 1978

The SRDC Plan reflects the continuing work in the area of publications and information dissemination.

To promote the use of the publications and bibliographies available during 1978, a special three-fold order form has been prepared. The back side of the form can be seen on the next page.

THE SOUTHERN RURAL DEVELOPMENT CENTER

Box 5406

Mississippi State, MS 39762

Series No.	Title	Quantity	Unit Price	Total Price
PUBLICATIONS AVAILABLE:				
2	Rural Development Research at Land-Grant Institutions			
3	Pamphlet: The Southern Rural Development Center			
11	Land Use Needs and Policy Alternatives			
17	Special Reports on Federal Grants			
18	Social Impacts of Nonmetro Industrial Growth		$1.00	
19	Sociological Research in Rural Development			
21	Annual Report - Functional Networks, 1976-77			
22	SRDC Plan of Work - Southern States' Title V Programs			
BIBLIOGRAPHIES AVAILABLE:				
1	Industrialization of Rural Areas		$5.00	
2	Resources in Evaluation for Rural Development		$3.00	
3	Solid Waste Disposal and Financing		$3.00	
4	Small Farm Operations		$3.00	
5	Housing		$3.00	
6	Citizen Participation in Rural Development		$10.00	
**	Impact of Governmental Transfer Payments			
**	Land Use Issues			
**	Educational Needs Projection			
**	Health Care and Rural Development			
1-10	Entire Series of Bibliographies		$25.00	

TOTAL ENCLOSED _____

* Upon availability.

** To be numbered and priced

MAIL TO

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Address _____ City _____ State _____ Zip _____

MAKE CHECKS PAYABLE TO The Southern Rural Development Center PAYMENT IN FULL MUST ACCOMPANY ALL ORDERS

☐ Check here if you desire to have your name on our mailing list to receive *Rural Development Research and Education*, a quarterly publication, free of charge.

The SRDC is one of four regional rural development centers in the nation. It coordinates cooperation between the Research (Experiment Station) and Extension (Cooperative Extension Service) staffs at land-grant institutions in the South to provide technical consultation, research, training, and evaluation services for rural development. Publications are published by the Center on various needs, program thrusts, and research efforts in rural development.

The SRDC is jointly sponsored by Alcorn State University and Mississippi State University, with headquarters at Mississippi State University. Director William Linder represents Mississippi State and Associate Director William Boykin represents Alcorn State. The SRDC Board of Directors has four members repres[illegible]earch, four representing Extension, and one from private industry. Dr. W. M[illegible]ctor of the Cooperative Extension Service at Mississippi State University, serves as [illegible]irman of the Board.

Other services are available through the Center, virtually upon request. The SRDC is ready to serve in any way it can in the total development of the southern region, to make the "New South" become a "Better South" as a place to live, work, and play.

The SRDC serves: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, and Virginia.

Your ideas, questions, and comments are invited. For more information about SRDC activities write to Box 5406, Mississippi State, MS 39762.

The Southern Rural Development Center is an Equal Opportunity Organization providing research, educational information, and other services only to individuals and institutions that function without regard to race, color, sex, or national origin. SRDC is an Equal Opportunity Employer.

The Southern Rural Development Center

PUBLICATION ORDER FORM

Magazine. In addition, since 1976 the SRDC has published a quarterly newsmagazine, RURAL DEVELOPMENT RESEARCH AND EDUCATION. Distributed to about 2,000 professionals and educators throughout the region, this newsmagazine offers reports of what is new and successful in rural development programs and research for 1978. The summer 1977 issue featured small farms. The extremely favorable response to the magazine and the many suggestions received for articles or content treatments have encouraged this means of highlighting of rural development work in the South.

Leadership Training.. In 1978, the SRDC will complete a packet of training materials for rural development in cooperation with the states. Writing, consultation, design, and production are made possible through a grant provided by the Rural Development Service of USDA. These "train the trainer" packets, which will be introduced to the public at an orientation workshop in March of 1978, contain a basic training manual of six components, varied teacher's guides, and learning aids to be packaged with the text.

The purpose of the packet is to give guidelines for training local community leadership in the processes of, resources for, and organization needed in rural development projects. The Project Development Network consulting on this activity consists of agency and organizational personnel who have given their time and expertise in developing the basic text for the package. Tested in six locations, the manuscript was altered to care for any changes found needed after the tests before being sent to press. During March, 1978, the Center will conduct an orientation workshop for the region. Rural development specialists and other interested personnel will be invited to participate in the workshop.

Technical Consultation. During this year, the SRDC will begin conducting a visit with each of the cooperating institutions' rural development staffs. The primary purpose of these visits will be to conduct a seminar for both the Center staff and the institution staff. Topics of discussion will include the current work of the Center, suggestions for improving the cooperative efforts and needs for Center support. Specific requests from the institutions will be placed in priority order and funded to the extent possible.

Other Assistance. The Center has stood and continues to stand ready to assist the individual states in any appropriate way with training, information-gathering, consultation, or other support. This more general category of activity also has claimed some attention in the 1978 plan of work. For example, the Center will conduct a study utilizing a problem-solving model, to help rural development committees function more effectively in helping to bring a better way of life to the residents of the rural South. Should this model prove to be effective, it will be made available to the Center's clientele. The Center will also collect ideas implemented throughout the South which are pertinent to rural development. Similarly related ideas will be published under one cover and distributed to help generate innovative ideas from already successful programs. The Center will also contribute to liaisons with state, regional, and national groups, agencies, and organizations for rural development.

States' Plans of Work. The SRDC Plan of Work will support goals established in the various Southern State Title V Plans of Work. Each State Plan of Work submitted has been reviewed and its project or projects classified under one or more of the four elements listed on page 2.

A majority of the state programs were in the "People Building" element. The "Rural Development Training Packet" will be of special support to these efforts.

A brief synopsis of each Plan of Work submitted is included as Appendix B of this report. The final copy will be sent to Washington for approval.

SOUTHERN RURAL DEVELOPMENT CENTER

FY 78
PLAN OF ACTION

Principal Concrete Results of Benefits Expected (Goals)	Approach (Method/Technique/Activity)	Estimated Timetable Beginning	End	Evaluation	Persons Responsible
1. Publish and promote materials related to the "Rural Development Training Packet" in cooperation with Rural Development Service, USDA, and Project Development Network	Work with publisher, assemble packets, prepare and mail promotional brochure, and advertise within appropriate magazines	Oct. 1, 1977	Sept. 1, 1978	Finished packet and mailed brochure	Gaines/ Smith/ Chance
2. Conduct orientation workshop for training the trainers in the use of the "Rural Development Training Packet"	Publicize workshop, secure instructional staff, make arrangements for workshop facilities, and implement agenda	Jan. 1, 1978	Mar. 31, 1978	Completed workshop	Chance/ Instructors
3. Conduct liaison with state, regional, and national groups, agencies, organizations to correlate training and research efforts in rural development	Meetings, correspondence, workshops, visits, telephone	Oct. 1, 1977	Sept. 30, 1978	Number and type of contacts and activities	Linder/ Boykin
4. Seminar visits to land-grant institutions	Arrange schedule with institution and implement seminar schedule	Oct. 1, 1977	Sept. 30, 1978	Feedback and degree of support	Linder/ Boykin
5. Monitor and provide appropriate support to Functional Networks	Review of periodic reports, visits, correspondence, telephone calls, meetings	Oct. 1, 1977	Sept. 30, 1978	Progress of Networks	Linder/ Boykin/ Chance
6. Publish and distribute bibliographies and other products from Functional Networks	Consultation with Network chairmen, editorial review	Jan. 1, 1978	Sept. 30, 1978	Completed products	Center Associates/ Gaines/ Smith

7. Sponsor Functional Network regional workshops for educators and researchers on high-priority RD areas plus other dissemination activities	Consult with Center Associates RD personnel in Research and Extension, Advisory Committee, liaison agencies, technical committees	Oct. 1, 1977	Sept. 30, 1978	Response from conferees of workshop	Linder/ Boykin/ Center Associates
8. Publish Summary of Final Reports of Functional Networks	Consult with Center Associates	Oct. 1, 1977	Sept. 30, 1978	Completed product	Chance/ Smith/ Gaines
9. Develop a decision-making model for Rural Development committees; test for effectiveness and publish results	Prepare model, randomly select and assign committees, conduct test and evaluate	Jan. 1, 1978	Sept. 30, 1978	Publish results	Chance/ Gaines
10. Develop a model for providing operational research to community decision makers	Determine information needed, develop model to shorten response rate, test model and	Oct. 1, 1977	Sept. 30, 1978	Publish and disseminate findings	Linder/ Gaines/ Chance
11. Compile information, edit, publish and distribute magazine, "Rural Development Research and Education" on a quarterly basis	Consult Advisory Committees, Title V Coordinators and other land-grant contacts, RD personnel in Research and Extension	Oct. 1, 1977	Sept. 30, 1978	Completed product reaction of recipients	Gaines/ Linder/ Smith/ Chance/ Boykin
12. Develop proposals in cooperation with selected states to conduct pilot or demonstration programs in priority rural development areas	Consult with Directors, State CRD personnel and funding agencies	Oct. 1, 1977	Sept. 30, 1978	Approval of proposal	Linder/ Chance
13. Cooperate with Regional Technical Research Projects (e.g. S-114, S-95, S-79) as appropriate	Conduct liaison, assist with RTR work as appropriate	Oct. 1, 1977	Sept. 30, 1978	Progress report, continued liaison	Linder/ Boykin
14. Collect, review, edit, print, and distribute data on successful housing projects collected from housing specialists within the region and other materials which will provide support to Extension and Research personnel	Collect data from Extension housing specialists and other related workers in the region, involve scientists and educators	Oct. 1, 1977	Sept. 30, 1978	Distribution of publication and feedback	Gaines/ Chance/ Smith

15.	Prepare packets in selected areas which will stimulate programming ideas, e.g. rural crime prevention, etc. Distribute information on model programs to include a list of visuals, mimeographs, etc.	Consult with State CRD Leaders, review of programs of work	Jan. 1, 1978	Sept. 30, 1978	Distribute to appropriate personnel	Chance/ Gaines
16.	Compile, write, publish, and distribute report regarding Annual Plan of Work	Review of reports and program materials	Oct. 1, 1977	Sept. 1, 1978	Complete report and acceptance by Board of Directors	Linder/ Chance
17.	Plan, implement, and complete annual evaluation of SRDC Program of Work and organizational structure	Develop from reports, consultation, and evaluation of goals	Oct. 1, 1977	Sept. 30, 1978	Acceptance by Board of Directors	Linder/ Boykin/ Chance

SOUTHERN STATES' TITLE V PROGRAMS

PUBLIC SERVICES AND ECONOMIC DEVELOPMENT
IN SELECTED RURAL COMMUNITIES



SPECIFIC OBJECTIVES TO BE ACCOMPLISHED during FY 1978 under Title V of the Rural Development Act are to:

1. Investigate the impact of community facilities and services, land use, and the local tax base on economic development, and disseminate this information to local governments.

2. Review the secondary impacts of industrial development in terms of improved income levels, community tax burdens, and changes in the quality of life.

3. Evaluate the effect of facility development efforts by assessing longitudinal changes in satisfaction with selected community services, as well as cross-sectional attitudes towards proposed or planned developments.

4. Identify the critical factors necessary for communities to be successful in attracting new industry such as (a) identifying social indicators associated with increases in industrial employment; (b) identifying alternatives to industrial development and assess citizens' attitudes toward these alternatives; and (c) investigating the organizational structure of rural development efforts, in particular factors associated with a mobilized community leadership structure operating in a context of broad-based citizen involvement.

5. Review previous research examining social changes associated with large-scale public works projects, such as waterway facilities, and identify critical research needs on this topic.

6. Provide technical and educational assistance to aid project counties in developing and implementing plans and local mechanisms for overall economic development.

7. Expand economic development educational activity to four bordering rural counties and to other rural areas of the state where sufficient interest in economic development activity exists during FY 78 and 79.

SPECIFIC ACTIVITIES TO BE ADDRESSED in the initial project area of Clay, Cleburn, and Randolph Counties and four bordering counties include:

1. Motivating local officials and/or local organizations to acquire and develop land for county-wide industrial parks.

2. Assisting local officials in assembling and publishing social and economic data that will reflect the resources and industrial climate of each respective county.

3. Continuing to work with community leaders on updating and expanding community facilities and services, including transportation to meet projected economic development needs.

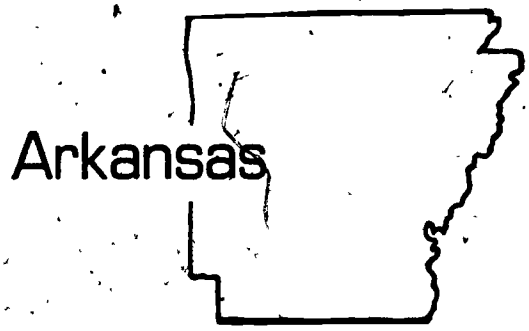
4. Conducting a public affairs educational program utilizing research data gained from the research component, including project activity progress reports, to the general population.

5. Initiating a series of awareness meetings in the four adjoining counties to better prepare elected officials and local leaders to cope with future growth opportunities and to acquaint them with conditions relating to establishing a sound base for future economic growth.

6. Holding an orientation program with County Agent-Coordinators in adjoining counties to familiarize them with the Title V approach and to encourage them to actively participate in the program.

IN CONCLUSION, the proposed plan of work extends and focuses the previous Research and Extension effort. One primary purpose of the present plan of work is to consolidate and extend existing research findings to additional counties to be included in the Title V area. Four additional counties adjacent to the project area are Talladega, Coosa, Tallapoosa, and Chambers counties.

THREE PROJECTS FILL TITLE V SCHEDULE



The plan of work for rural development for FY 78 CONTAINS THREE ELEMENTS. One is the completion of a research study concerned with the "Measurement of Attitudes Toward Land Use Planning." The second is the continuation of an Extension program of work in a selected county, "Mississippi County Rural Development Project." The third is a new project entitled, "A Prototype County Rural Development Program: Mississippi County."

The new proposal for FY 78 completely integrates Research and Extension work, drawing heavily on the experience in our own state and the recommendations of the study conducted by the National Rural Center and the USDA.

The research program related to LAND USE PLANNING will result in the following products: (1) a comprehensive state report of attitudes toward land use planning; (2) a report, based on the survey data, of the impact upon attitudes about migration into Arkansas, and (3) a report of an evaluation of a land use planning educational program carried out cooperatively by the Cooperative Extension Service and the Division of Community Affairs of the University of Arkansas.

Activities being conducted in the Mississippi County Rural Development Project will include county-wide land use planning including drainage; strengthening the county municipal league of 16 incorporated towns; combining services for the smaller towns, developing and improving community facilities and services, including medical; and problems of youth, education, and job opportunities.

THE PROTOTYPE COUNTY RURAL DEVELOPMENT PROGRAM for Mississippi County will build upon previous experiences in rural development within the county. This program will follow a rational development process which involves local residents and leaders in problem identification and priority setting. It will attempt to improve the rural development capabilities of local residents and leaders. It will integrate the Research and Extension functions of the University and draw upon the resources of several university

units. Finally, it will evaluate rural development efforts being carried out in Mississippi County in order to determine their impacts on income and employment, human resources, community facilities, and environment. The prototype rural development program, if it proves successful and if funding is continued for this type of activity, can subsequently be made available on a competitive basis to other counties of the state.

The Plan of Work for FY 78 has been reviewed and approved by the Arkansas Rural Development Council. Proposals were solicited from all of the institutions of higher education in the state and reviewed by the Council in early December. The plan contained herein has the unanimous approval of those in attendance at the meeting.

RESEARCH AND EXTENSION COMBINE EFFORTS TO MEET RURAL NEEDS



The original geographic area (northern Florida) will be expanded slightly along the Gulf coast to include an area where local governments are small and needs for educational help on major issues and technical assistances from Universities are acute. While the Plan of Work for FY 78 encompasses a carryover of projects from previous years and a switch in emphasis from housing to Area Community Development Agents, the agents will work very closely with local governments (counties and communities) and leaders of community groups. The purpose of their efforts will be to help further knowledge about major problems of the area and bring out citizens' views in decision making and action programs to achieve local goals.

There are THREE MAJOR PROJECTS that both Extension and Research are undertaking in Title V:

1. ASSISTING LOW-INCOME RURAL FAMILIES TO OBTAIN QUALITY HOUSING. This project supplements Extension home economics programs in three areas and the small farm management program. It will help farm families and others understand and obtain financing for home purchases, remodeling, and interior and exterior improvements. Previously, this project had both Extension and Research components. The Extension component will end June 30, 1978. The Research component for this next year will finance a trip for the researcher to present her findings to a National Workshop in Tucson, Arizona.

2. AREA COMMUNITY DEVELOPMENT PROGRAMS AND SUPPORTING RESEARCH. This project has both Extension and Research components. The Extension component consists of selecting two highly qualified "education-facilitator" Community Development Agents for two rural areas of north Florida. Each will work very closely with local governments and leaders, and county Extension personnel to help: (a) expand knowledge and understanding about major problems of the area, and obtain citizen input in decisions and action programs; (b) analyze and develop the economic base of the area through training and technical assistance; (c) determine needed community services and facilities; and (d) obtain assistance needed to implement desired projects.

FLORIDA

The Research emphasis within this project consists of five areas of support for needs of Area Community Development Agents and other Extension personnel working with communities and local leaders of rural Florida. These projects are: Community Strategies for Economic Development, Measuring Community Economic Growth, Community Revenues and Expenditures, Water Multipliers for Local Areas, and Land Tenure Patterns in North Florida.

3. CRITERIA TO FACILITATE COMMUNICATIONS BETWEEN LIMITED-RESOURCE AUDIENCES AND THE EXTENSION SERVICE, if successful, will assist every Extension project, but especially it will help with extending educational programs of all kinds to the less educated - a prime audience needing much help. The objectives are as follows:

1. Review relevant literature on information diffusion, persuasion, attitude change, behavior modification, media use, message elements, education techniques, learning problems, and the effects of community interaction.

2. Analyze message and audience variables.

3. Empirically compare and contrast the effectiveness of existing and alternative communications materials.

4. Survey Extension personnel to determine what kinds of material are sought by types of audience and types of problems.

5. From current materials, select items to be field tested for effectiveness and devise alternative materials for comparison.

BROAD-BASED PROGRAM WITH EMPHASIS ON
HOUSING, HEALTH, ENERGY AND MANPOWER



An eight-county area known as the Southeast Georgia Area Planning and Development District, which was the original Title V research area, will remain as part of the FY 1977-1978 plan of work. Added to this for the current year will be the Chattahoochee - Flint Area Planning and Development Commission's area which includes 5 more counties, bring the total number of counties to 13.

The key effort in these two Title V projects will be leadership development and education. These will be the broad objectives to:

1. Re-create an awareness of the community development process among local area leaders.

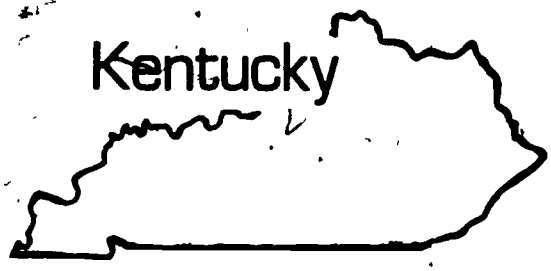
2. Assist local leaders in organizing to solve problems they have identified.

3. Provide useful and technical information in the form of seminars, data, bulletins, and informal conversations and meetings to local residents to aid them in identifying and solving community problems.

In addition to the broad overall objectives as listed above, the technical assistance and program areas to be emphasized will include rural mortgage housing credit, health manpower program, energy conservation, and manpower development.

The Cooperative Extension Service and Agricultural Economics Division cooperating with many other agencies in the Title V Program in these areas will begin making use of the research results immediately after the findings are available.

A FOUR-PRONGED PROGRAM OF RESEARCH AND DEVELOPMENT



This four-pronged program of research and development underscores the increased latitude of county officials to back with enthusiasm and revenues nontraditional county development planning.

The DEVELOPMENT INFORMATION SYSTEM FOR KENTUCKY (DISK) has begun operations. Development of this computerized information retrieval and analysis system will greatly aid development planning by area and county Extension agents, government officials at all levels, area development organizations, and other organizations and individuals interested in development activities.

The next stage of the project will involve field interviews with probable system clients to determine relevant data and indicators within selected subject areas. Input from the interviews will provide the basis for the continuous processes of data collection and computer programming. As sections are completed, computer user manuals and training sessions will be developed. Educational programs and materials will also be formulated to aid DISK users in incorporating DISK into their development activities.

The SOCIOECONOMIC ADJUSTMENT PROJECT FOR A COAL-BASED ECONOMY will be primarily directed toward adjustment strategies for the eight-county KRADD/ Quicksand Extension Area. Special attention will be focused upon the impact of the coal industry on the current economy, with an eye toward identifying significant problems that will exist in the area when this primary resource is exhausted.

Development strategies, studies, and research efforts will be identified and made available to the citizens, community leaders, and action groups as they consider various development alternatives. The underlying emphasis will be to maximize early and continued awareness and involvement by citizens in program planning and implementation.

KENTUCKY

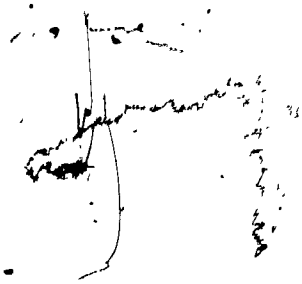
The general purpose of the PUBLIC SERVICES IN KENTUCKY COUNTIES project is to provide for the utilization of information on the availability, quality, and use of community services as they relate to the quality of life in Kentucky counties. More specifically, the objectives are to:

1. Consult with local officials and agency representatives in the development of the research questionnaire (that is, to insure that the research instrument includes the key issues in the provision for public services). The preliminary review will acquaint audiences with the possible implications for use.

2. Summarize the research results for each of the 120 counties in a series of publications.

3. Provide for the interpretation and use of the findings in meetings, forums, workshops, and individual conferences throughout the state.

The objective of the FLOYD COUNTY KENTUCKY RURAL WATER project is to develop a comprehensive, centralized management services system for rural water services (presently in operation and planned) which will be effective in reducing the overall operating costs of the multiple, independently functioning systems. The local goals are oriented to improving or insuring service delivery to all the residents of the county. Of interest to state and national agencies is the development of a model which can be replicated in other areas of the Commonwealth and the nation. Such a model will require systematic evaluation to determine its worth for replication purposes.



TITLE V PILOT PROGRAM FOR
STATE-WIDE IMPLEMENTATION



A declining population in rural areas has an influence on such problems as local tax base erosion, underemployment, low incomes, higher median age of the local population and inadequate support for such community facilities and services as solid waste management, parks and recreational facilities, health care, drainage and sewerage disposal service. In order to foster orderly growth and development in rural areas, local officials, development groups and agencies, along with local citizens need to become involved in decisions aimed at maximizing community resources and financing community development projects. The goal is to assist Louisiana citizens in planning and implementing orderly growth and development for an improved quality of living.

SPECIFIC EXTENSION OBJECTIVES are to:

1. Provide information to local community leaders on rural development programs for which their communities meet the basic eligibility requirements by providing citizen access to the Federal Assistance Programs Retrieval System (FAPRS).

2. Train members of parish rural development committees in the operation and possible uses of the Federal Assistance Programs Retrieval System.

3. Provide an avenue by which all requests for use of the Federal Assistance Programs Retrieval System can be channeled through the County Agent's offices, located in each of the 64 parishes in the state.

4. Assist local leaders of small communities to apply for those rural development programs that are applicable to their communities' identified problems.

5. Assist in identifying informal community leaders in the area who can be enlisted to devise and lead in the execution of action programs.

6. Provide the information necessary for citizens to carry out effective community decisions and action. This will include use and dissemination of results of research from the research component.

7. Help citizens establish an evaluation procedure to check the progress they are making toward solving the problems they have identified.

SPECIFIC RESEARCH OBJECTIVES are to:

1. Conduct specific research on problems of paramount importance to rural areas of Louisiana, such as the provision of public services and the maintenance and improvement of income and employment opportunities.

2. Within the context of specified research problem areas and localities, identify and determine the role of these formal organizations, agencies, and social networks which potentially or actually have an impact on the defined problem areas.

3. Provide current research information on alternative solutions to problems identified by the Extension Service's Rural Development Task Force.

By basing research projects on problems identified by the area residents and reported by the Extension Service, Research and Extension efforts should mesh more successfully for progress toward solving the state's most pressing rural problems.

EXTENSION AND RESEARCH CONVERGE ON
RURAL DEVELOPMENT PROBLEMS



This plan of work covers both Extension and Research activities involved in the Title V program for the state. Many of the activities involve both Research and Extension personnel as well as other state agencies, other colleges or universities and representatives of related public and private organizations. The activities covered will be described as Extension activities or as Research activities.

There will be a continuation of unfinished Extension activities in the pilot counties of Calhoun, Grenada, and Yalobusha during FY 78. In addition, several new projects will be initiated during the year including:

1. Training in rural industrial development in an effort to upgrade the local leaders' knowledge and understanding of all facets of industrial development as it applies to their community.

2. Intensive training of 4-H youth from some 20 counties in local government, responsibilities of citizenship, and participation in community development and public affairs.

3. Assisting local leadership in one county (Desoto) with the development of a plan for downtown and community improvement, city and county-wide recreation, tourist attraction, and senior citizens' programs.

4. Intensive three-day training program for citizens of Leflore County in subjects including communications, labor relations, property rights, estate planning, and management decision making.

5. Training programs for small and part-time farmers in subjects including use of resources, enterprise selection and combination, labor and management requirements, tax management, and importance of agriculture.

MISSISSIPPI

The FY 78 Research activities in the Department of Agricultural Economics under Title V continue the research program initiated in FY 77. Information was gained during the past year on current human and natural resources inventories of the tri-county area and on historical changes in economic activities utilizing these resources. A human resources survey conducted by the Department of Sociology also provided information on industrial work roles, levels of-living, wage and farm income levels, place of residence of industrial workers (urban, rural as well as rural farm and nonfarm), farm and nonfarm employment, educational and skill levels of residents, migration and employment history, etc.

This information will be used in an agricultural adjustment study applicable to crop, livestock, and forestry farms in the area. The research is directed to providing information for use in resource adjustment that is consistent with current and prospective economic conditions, a variety of farmers' objectives and off-farm employment opportunities, long-run survival of farm units, and the impacts of the adjustments on schools, government services, farm supply businesses and other public and private economic activities in the area.

When rural areas begin to undergo change, it means adjustments in the everyday behavior patterns of individuals. Therefore, another objective of Research is to establish a profile of the characteristics of "successful" workers in industry situated in the tri-county area. A special point of interest is the relative success of workers with a farm background compared to those workers having a nonfarm background. The information gained in this research would be of benefit to different organizations working on different aspects of the problem.

JOINT EFFORTS OF RESEARCH AND EXTENSION
ARE EVIDENT IN NINE PROJECTS



North Carolina is one of the most rural states in the nation. It is a rather unique state in that it has a large and dense rural population but does not have one or two dominant metropolitan centers, which tend to prevail in most states. This results in greater competition for land, especially for the more productive land for agriculture, and increases the potential for conflicts of interest between farmers and urban-oriented nonfarm residents.

Additionally, the more rural, isolated areas continue to experience declining employment in the basic industries of agriculture, lumbering and mining. Employment opportunities are rather limited and unemployment rates in many rural counties are well above state and national levels.

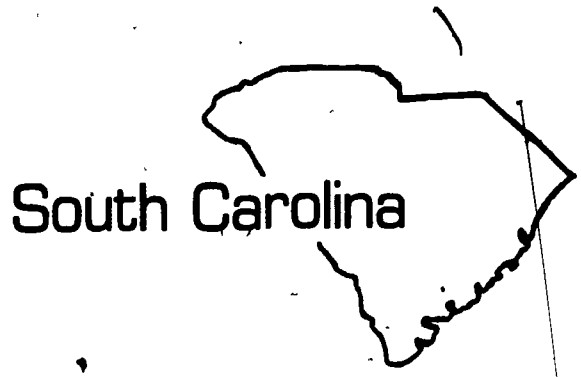
THE MAJOR OBJECTIVE OF RURAL DEVELOPMENT IN NORTH CAROLINA is to improve the level of income and quality of life for rural citizens by solving or alleviating problems in economic improvement, people building, services and facilities, and environmental improvement. Although the level of funding continues at a relatively low level, project proposals requested for funding under Title V of the Rural Development Act of 1972 for fiscal year 1978 will assist in continuing five on-going projects and initiating four new projects.

Emphasis in two continuing projects will be directed toward improving employment and income opportunities in low-income areas in the mountain region. Another continuing project will evaluate the effectiveness of mobile recreation units in improving the availability of recreation. A fourth continuing project seeks to evaluate the effectiveness of a single system of providing protective services (fire, rescue, law and order, emergency health services, etc.) in rural counties. The project on developing effective means of controlling flies and other pests associated with poultry production and demonstrating the effective use of presently known methods and new ones that may be developed will be continued.

NORTH CAROLINA

Two new projects will emphasize water, wastewater management and the effects of nonpoint source pollution in rural areas. Another new project will emphasize production and marketing of horticultural products in five Coastal Plain counties. The fourth new project will examine the relationship of agricultural differentiation and community structure.

TITLE V ACTIVITIES IN THE PILOT COUNTIES AFFECT WHOLE STATE



MAJOR ACCOMPLISHMENTS IN THE TITLE V RURAL DEVELOPMENT ACT PROGRAM for FY 77 were: (1) conducting Extension activities in the pilot program of Williamsburg County, (2) initiating Extension/Research activities in two additional counties--Kenshaw and Union, and (3) completing and assembling of evaluation research.

The Title V activities planned for South Carolina for 1978 can be summarized as follows:

1. Evaluation research will be expanded to assist other areas of the state. The method utilized will be the Discrepancy Evaluation Model.

2. Additional research will be conducted to determine the process of differential development of low-income rural counties and to propose models for facilitating future development.

3. Extension programs for three counties--Kenshaw, Union, and Williamsburg will be classified by topics for action, such as: economic development, health services, local government, land use, and other specific topics. Educational activities include information and technical assistance, organizational development and maintenance, and leadership identification and training.

4. Implementation of a research grant program to meet high-priority Extension and Research needs of the state. This will be done by utilizing both land-grant universities and other public or private colleges and universities. The grant will be designed to fund appropriately approved proposals. These proposals will not be limited to conducting applied research, nor would grantees be limited to faculty of the public and private colleges and universities in South Carolina. Proposals may be for various media supports (slides, slide/tapes, overheads, etc.) to be used in Title V/CRD activities. The final tangible product of this program will be a research report of media production specifically applicable to appropriate community, rural and resource development Extension programs as well as to supplement research and/or evaluation projects.

SOUTH CAROLINA

5. Assessment of training needs and opportunities for county government. With this information, the Title V project will be in a position to respond to training needs either directly by organizing regional or state-level opportunities for local officials or indirectly by encouraging and assisting other agencies and organizations to do so.

A FIVE-COUNTY PROGRAM INVOLVING RESEARCH, EVALUATION AND ANALYSIS



During fiscal year 1978, the TITLE V PROJECT IN TENNESSEE WILL CONTINUE TO BE INVOLVED IN THE DEVELOPMENT PROCESS in the five counties designated in previous plans of work: Claiborne, Clay, Hancock, Overton, and Pickett counties. After investigating selected alternatives to the 1977 Plan of Work, it was decided to continue the pilot project in its current status for FY 1978. The broad objectives allow considerable flexibility in the overall program and do not constrain efforts in specific pilot areas.

Expansion of Extension activities was considered in view of the increased Extension funding. However, it was noted that in the past the pilot project was greater than Title V funds alone would permit. The deficit has been made up from other university sources. Present allocations will more nearly cover project costs.

During FY 1978, it is planned to continue activities already initiated in the Title V program. Efforts to meet priority needs identified at the beginning of the project will continue. Moreover, presently unanticipated rural development opportunities in the project areas will be addressed as they emerge.

Activities currently planned for this fiscal year include:

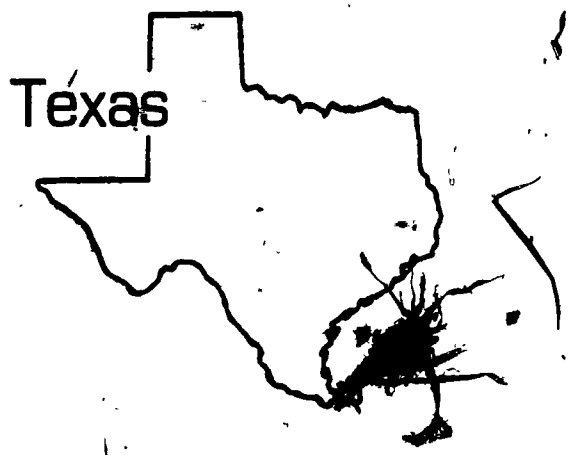
1. The recruitment and orientation of a replacement for one of the area agents who was promoted within the Extension Service.

2. Initiating research into backward linkages which exist among industrial sectors in rural areas.

3. Evaluation of the first year's experience in a new vegetable market and utilization of this information in educational activities.

4. An analysis of the existing economic base and possible alternative developments in a portion of the pilot area.

ECONOMIC DEVELOPMENT FOR RURAL AREAS



As employment opportunities in agriculture and small town farm service industries have declined, new job opportunities in rural communities have not kept pace with the growth in the rest of the economy. Underemployment, unemployment, low family incomes, and migration to urban areas have been the results. The loss of population in rural counties indicates a continuing depletion of valuable human resources and leadership that might be devoted to the economic development of the nonmetropolitan counties of Texas. Rural development activities have been proposed to counteract these trends.

Rural community growth will become a reality when the rural economy becomes strong enough to provide needed goods and services to generate adequate job opportunities and to support necessary public services and facilities. The vitality of a community is directly dependent upon the economic health of its businesses and industries. An improved quality of life for rural residents can be achieved only if an adequate economic base exists in the rural communities and areas. Rural communities as a whole are hard pressed to establish the economic and social structures needed to provide public services and facilities that will attract young, productive residents. Rural community leaders need basic information and assistance for establishing viable community action organizations and feasible economic growth strategies for improving the quality of rural life.

Specific objectives are to:

1. Enhance business management proficiencies of existing small business firms within the community.

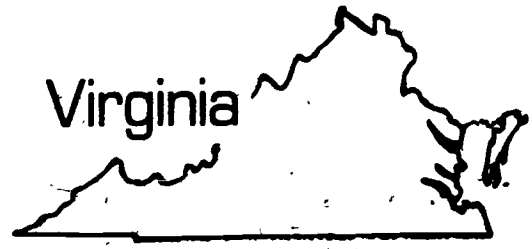
2. Encourage expansion of existing and creation of new businesses within the community and acquiring new businesses from outside the community.

3. Promote job creation, manpower training and labor market efficiency and stability in rural labor markets.

TEXAS

The problems and needs requiring economic development for rural areas can best be accomplished through a closely coordinated and mutually supportive Extension-Research program. Also, to avoid duplication of effort and to secure the assistance of the greatest number of additional resources, program content and activities will be discussed with economic development agencies before implementation.

BALANCED GROWTH POTENTIALS AND RESOURCES REQUIREMENTS



VIRGINIA FACES RURAL ECONOMIC DEVELOPMENT PROBLEMS common to those experienced in other states in the nation. Needs are: more adequate employment opportunities, improving incomes, manpower development programs, community leadership training programs, improving the welfare of low income farmers, improving the availability of low and moderate-income housing, and improving the quantity and quality of essential community services for rural farm and nonfarm residents. The challenge of rural development is to increase the private and public sector economic bases of our rural areas to allow the full provision of desired community services and to stem the out-migration of our more able rural young people with its accompanving destruction of the economic and social fabric of our rural areas.

EXTENSION ACTIVITIES in the third year of the Title V Program will have three major focuses to:

1. Further implement the CRD Extension education program in the West Piedmont District.

2. More fully develop and implement a CRD Extension education program centering on priority problem areas in the Piedmont District.

3. Further develop better working relationships between VPI&SU Research and Extension personnel (1862 institution) and personnel from Virginia State College (1890 institution) for a united land-grant effort in Title V activities.

THE MORE SPECIFIC OBJECTIVES, intended as inclusive of both 1862 and 1890 effort, are to:

1. Conduct educational meetings and work with community groups to aid in the implementation of problem-solving actions.

2. Prepare CRD Extension educational materials on priority problem areas for presentation to the leaders and residents of the Piedmont District.

VIRGINIA

3. Test with Pittsylvania County community leaders a Rural Development Leaders' Training Workshop.

4. Implement the Rural Development Leaders' Training Workshop in other communities through the state as requested.

5. Continue to refine and adapt the process of problem identification and leadership survey techniques in the selected areas of work.

6. Test the concept of having a community level, rather than area level, Extension Agent with community resource development responsibilities to work closely with two rural towns in the Piedmont District.

RESEARCH ACTIVITY in FY 78 of the Title V Program will have three thrusts to:

1. Support the continuing implementation of the CRD Extension education program in the West Piedmont and Piedmont Districts by providing specific information needs generated while working with community action groups.

2. Analyze priority economic development problems of the Piedmont Planning District.

3. Develop an economic impact model which may be used in all rural areas of the state.

THE MORE SPECIFIC RESEARCH OBJECTIVES are to:

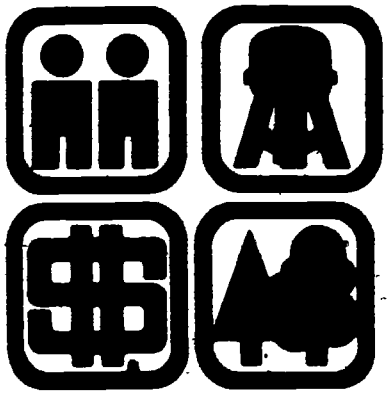
1. Develop the information required to support implementation of the CRD rural development educational program in the West Piedmont District and in the Piedmont Region.

2. Examine the impact of "bedroom" community residents on a rural economy, in terms of changes in local government resources and expenditures and primary effect on local private business purchasing patterns.

3. Analyze local government community service expenditures and tax revenues for all counties and cities to provide government officials with improved decision-making information.

4. Develop a fiscal impact model which estimates the dollar changes in the commercial, industrial, agricultural, recreational, and governmental sectors of the Piedmont and West Piedmont Planning Districts.

The SRDC is one of four regional rural development centers in the nation. It coordinates cooperation between the Research (Experiment Station) and Extension (Cooperative Extension Service) staffs at land-grant institutions in the South to provide technical consultation, research, training, and evaluation services for rural development. This publication is one of several published by the Center on various needs, program thrusts, and research efforts in rural development. For more information about SRDC activities and publications, write to the Director.



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